



Diverse Media Pack 2011

diverSUS



diverse

Magazine

Diverse magazine was launched in October 2005 to coincide with Black History Month. Since then it has developed into an important source of credible information for diversity professionals, educational institutions and the general public.

As the name suggests, Diverse magazine covers issues relating to the seven main 'strands' of diversity: Race, Gender, Disability, Ageism, Religion, Sexual Orientation and Trans Gender.

The magazine recently won the Black Achievers Award for its success in encouraging people from black, minority and ethnic backgrounds, people with disabilities and people from the most deprived inner city communities to apply for jobs, education and training opportunities offered by advertisers.

In addition, the website, www.diversemag.co.uk, is being developed into the largest dedicated career centre for diverse professionals in the UK and offers further opportunities for advertising and sponsorship.

Magazine Features:

- Arts & Culture
- Businesses, Communities & People
- Education & Employment
- Youth
- History
- Public Services
- Listings

Distribution:

We currently have a subscriber list of 20,000+ and with the online magazine, have increased the readership to millions.

Sponsor Packages:

Diverse magazine is a leading publication on diversity issues providing credible information on diversity management in our multicultural society.

By sponsoring the magazine you will demonstrate your commitment to social inclusion and also gain measurable benefits to your organisation.

Gold £5,000

Logo on Front Cover

Full page cover advertisement

6 page editorial

Logo & advertisement on website

12 months recruitment advertising on website

Advertisement on e-newsletter

Silver £2,500

Logo on opening pages

Full page advertisement

2 page editorial

Logo on website

6 months recruitment advertising on website

Advertisement on e-newsletter

These sponsorship packages have excellent benefits to the companies wishing to purchase them, however, please don't hesitate to contact Fortis Marketing Ltd, where one of our team will be happy to discuss your requirements & put together a more bespoke package for your company.



Advertising Rates:

| Description | Cost | Dimensions (h x w) |
|------------------------|--------|--------------------|
| Full Page | £1,815 | 250 x 170mm |
| Half Page Landscape | £1,025 | 122.5 x 170mm |
| Half Page Portrait | £1,025 | 250 x 82.5mm |
| Quarter Page Landscape | £695 | 58.75 x 170mm |
| Quarter Page Portrait | £695 | 122.5 x 82.5mm |
| Double Page Spread | £2,900 | 270 x 390mm |
| Inside Front Cover | £3,300 | 250 x 170mm |
| Inside Back Cover | £3,100 | 250 x 170mm |
| Outside Back Cover | £3,500 | 250 x 170mm |
| Classified | £145 | 80 x 80mm |

Editorial rates start from as little as £275 for a half page (approx. 250 words & 1 image)

Design & Typesetting £75

Artwork:

Artwork can be supplied in PDF, EPS, JPEG, TIFF, PSD, Illustrator (ai) or In Design formats. All files must include all placed images and fonts. Minimum 300dpi and in full colour CMYK. Send artwork via email to: design@fortismarketing.co.uk

Requirements:

If we are designing your advertisement and you have specific company guidelines, please send us a copy of these



Additional Promotional Rates:

The Diverse website attracts 8,500 hits each month and is an integral part of Diverse magazine. The website compliments the publication providing additional space to publish even more details of Diverse news and issues.

We also have the Diverse e-newsletter which is mailed direct to your desk every 2 months so you can receive the latest news as it happens.

Long onto www.diversemag.co.uk and see for yourself how useful this site can be to you and your business.

Advertisements link customers direct to your website. Space is available for 1 - 12 months.

| Description | Cost | Dimensions (h x w) |
|----------------------|--------------|--------------------|
| Full Banner Ad | £150 / month | 100 x 500 pixels |
| Wide Skyscraper Ad | £250 / month | 562 x 150 pixels |
| Square Ad | £300 / month | 250 x 250 pixels |
| Diverse e-newsletter | £150 / each | 250 x 602 pixels |

For further information on advertising in Diverse magazine or on the Diverse website, please contact us by telephone: 0151 707 6550 or email: advertising@fortismarketing.co.uk

